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ABSTRACT

The Federal Highway Administration exceeded its goal of 50,000 jobs in its 1970 External Summer Youth Opportunity Campaign by providing 57,646 jobs. Of the jobs available, a large majority were filled by disadvantaged youth. Various Federal and private agencies were involved in making the program work. This pamphlet describes the national youth program and highlights its accomplishments. At the end, it is concluded that the program was an apparent success from the standpoint of exceeding the goal for the number of youths hired and the number of disadvantaged youths hired. In addition, several unique approaches have been tried this year to increase the opportunity of meaningful employment and to provide a better future for the disadvantaged and minority groups. (Author/JW)

EDO54264

1970 External Summer Youth Opportunity Campaign

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Statement by the Administrator

As the Department of Transportation's Federal Highway Administration concludes the fifth year of its External Summer Youth Opportunity Campaign, I am mindful of the many people who have helped in making this worthwhile program a success.

We, as a Nation, are going through a rough time in our national life. Promoting equal job opportunities and training even during times of relatively high employment is not a simple matter. Therefore, when we review the accomplishments of the State highway departments and the thousands of contractors throughout the Nation who are providing job and training opportunities for the minorities and disadvantaged youths, there is reason to be thankful that progress was made in this program.

I want to thank the members of the Associated General Contractors of America, Incorporated, the American Road Builders' Association and the State highway departments, including the District of Columbia and Puerto Rico, for helping us in another successful effort.

Francis C. Turner
Administrator

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1. FHWA, ARBA Officials Discuss 1970 External Summer Youth Opportunity Campaign (From left to right) John Y. Yoshino, Youth Opportunity Coordinator, External Program; Ralph E. Heffner, President, American Road Builders' Association (ARBA) and President, Heffner Construction Company, Celina, Ohio; Federal Highway Administrator Francis C. Turner; Burton F. Miller, ARBA Executive Vice President; Alexander D. Gaither, Director of Civil Rights, and standing, Eugene W. Robbins, Assistant to ARBA Executive Vice President and Managing Director of its Contractors Division.

2. National President of Associated General Contractors, Inc., Meets with FHWA Officials in Support of U.S. Department of Transportation's Youth Opportunity Program. (Left to right) A. D. Gaither, Director, Office of Civil Rights, FHWA; L. P. Gilvin, Amarillo, Texas, National President of Associated General Contractors of America, Inc.; F. C. Turner, Administrator, FHWA; John Y. Yoshino, Civil Rights Specialist, FHWA, Coordinator of Youth Opportunity Program.

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The Department of Transportation's Federal Highway Administration exceeded its goal of 50,000 jobs in its 1970 External Summer Youth Opportunity Campaign. The program, which ended on September 15, provided 57,646 jobs.

The program was coordinated by the Office of Civil Rights, Federal Highway Administration, through the Regional Administrators. Federal Highway Administration guidelines, spelling out detailed instructions, were provided to the field personnel. The Regional and Division Offices worked closely with the State highway departments and contractors.

When the campaign was launched earlier in the year, Federal Highway Administrator Francis C. Turner expressed a hope that many of the jobs that would be available be filled with disadvantaged youths, ages 16 through 21. Of the 57,646 jobs, more than 31,000 were filled by disadvantaged youths. Also included in the total figures are 7,423 jobs separately reported to the Department of Transportation by the National Highway Safety Bureau, which until July 1, 1970, was a part of the Federal Highway Administration.

In declaring his strong personal support of the Departmentwide Youth Opportunity Campaign, Secretary of Transportation John A. Volpe asked that the resources of the entire transportation industry be used in promoting this im-

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3. Ricky Brackett, who is one-half Choctaw Indian, is a crane operator trainee with R.R. Tway, Inc.

4. Nathan Dick is assisting on a survey team.

5. David Hays, a senior at Basic High School, Southern Nevada, is working on a truck engine.

6. Dave LaRocca and Bruce Bernardi are checking steel placements on a paving project for the Illinois Division of Highways.

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portant program. To strengthen the program, he established a Departmental Youth Opportunity Committee.

Although Mr. Volpe commented favorably on results achieved in 1969, he indicated that he desired an even better performance this year by the Operating Administrations. In 1969, the Federal Highway Administration reported that 44,596 youths were hired in jobs made available by the State highway departments and private contractors engaged in work on federally assisted road projects.

The Federal Highway Administration's External Summer Youth Opportunity Program, now in its fifth year, received the full cooperation of the State highway departments and the contractors working on Federal-aid road projects. The Associated General Contractors of America, Inc., and the American Road Builders' Association supported this program in promotion campaigns, using the trade association newsletters, general news media, radio and television.

Economic Factors Affect Youth Employment

The general tightening of the economy and rising unemployment, have had serious impact on diminishing job opportunities for the youths. The Department of Labor reported that thousands of teenagers and college students were

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7. Carl Campo is doing a sand cone test to check embankment compaction.

8. Juan Morrison is doing a crushing strength test on glass beads.

9. David Havey, Larry Markos, and Roger Veach are checking aggregate grades. All of these people are working for the Illinois Division of Highways.

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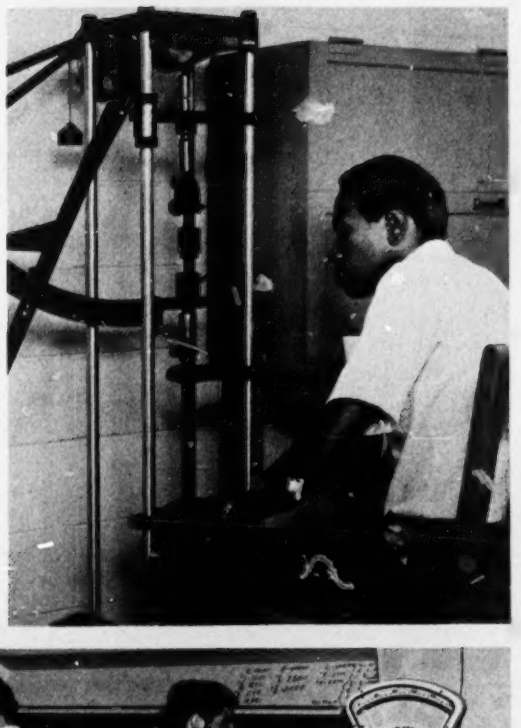

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unable to find jobs this summer and could not earn tuition money for school. Particularly hard hit have been the disadvantaged and minority youths—traditionally last hired and first fired. With skilled adults being idled, employers and unions were hard-pressed to provide summer jobs for the disadvantaged youths.

The critical nature of youth unemployment was underscored when Congress voted to appropriate an additional $50 million, requested by the President, to hire 100,000 young people for the Neighborhood Youth Corps.

The Neighborhood Youth Corps was established in 1964 by the Federal Government as a means to provide job opportunities to students of low income families to enable them to earn sufficient funds to remain in school while receiving useful work experience. Through the Neighborhood Youth Corps, the Summer Youth Opportunity Program of the Federal Highway Administration could be enhanced by providing more jobs, using the Corps funds.

The State Employment Service

The single most effective administrative machinery for placing the disadvantaged youth in summer jobs in most States is the local office of the State Employment Service. There are several reasons why the Federal Highway Adminis-

10. Juan Morrison and Gary Rittenhouse are conducting chemical tests for the Illinoi Division of Highways.

11. Laurel Spencer is a journalism student aid.

12. Summer trainee pruning foliage along U.S. 131 near Kalamazoo.

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tration recommended in its guidelines the use of the State Employment Services. There are 2,200 local State Employment Service offices around the country. They use the public media which is the most important method of disseminating information about the Federal Highway Administration Summer Youth Opportunity Campaign. The radio, television and the newspapers are always interested in well-prepared publicity material. The Apprenticeship Information Centers that are operated by the State Employment Services have well-trained staffs that can be of help to both the jobseeker and the employer.

The State Employment Services are best able to apply the "disadvantaged" criteria to job applicants and refer the needy. The U.S. Department of Labor and the Office of Economic Opportunity determines a "poor" family on the basis of income levels. Income is used in combination with other criteria to establish a jobless person's need for assistance in the manpower programs. The Labor Department defines a disadvantaged individual as one who is *poor,* does not have suitable employment, and who is either (1) a school dropout, (2) a minority member, or (3) is under 22 years of age.

Variety of Job Assignments

The youths were assigned a wide

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13. Electronic data processing student at work in the Information Systems Center of the Puerto Rico Highway Authority.

14. Francisco P. Castilio is assisting a survey team.

15. Supervisor and eight of ten Jefferson Seniors in the pilot engineering-aid trainee program at the base of Fremont Bridge pier in Oregon.

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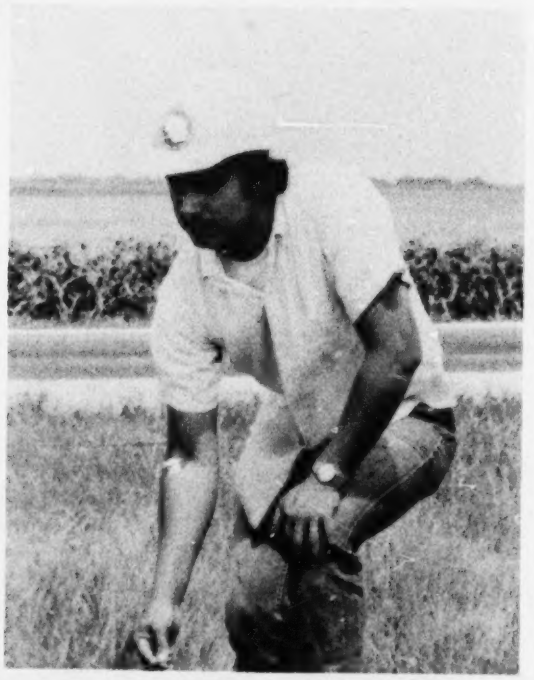

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variety of jobs during the summer. These included landscape work, clearing sites for scenic vistas, rest area construction, working on road inventories, as well as being employed as construction-site flagmen, tree-nursery attendants, computer technicians and clerks.

Federal Highway Administration officials believe that these types of jobs are suitable for the Summer Youth Opportunity Program because they can be performed with very little advance training or preparation. For many youths the work experience this summer can lead to permanent jobs in the highway construction field.

Highlights

The Oregon State Highway Division, in cooperation with Jefferson High School in Portland, established an engineering aid training program for minority students. Ten minority group senior boys with some background in mathematics and an interest in the engineering field were selected. The goal was to introduce these young people to highway engineering technology through actual work experience with engineering crews. The program included observance and actual work throughout the school year. The schedule called for two students to work in the field (or office) each day and spend four days in their regular high school curriculum. The pro-

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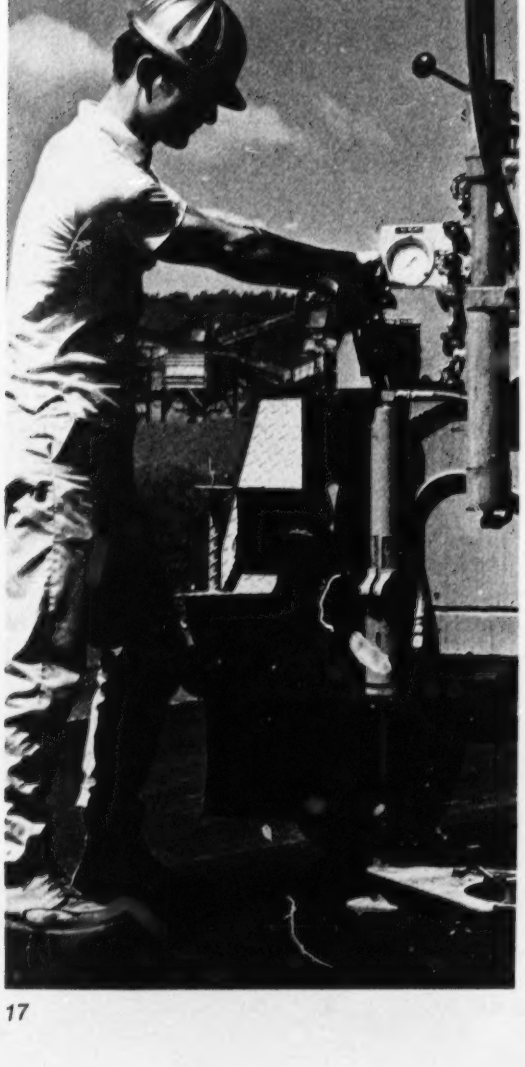
16. Frances L. Rigby, a senior in a Dover, Del. high school, won an award this summer for her outstanding work in the personnel department.

17. Richard Hurd, Jr., is taking core samples for the Vermont Department of Highways.



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gram also included some classroom orientation in engineering fundamentals. The work assignments covered soils and materials testing, surveying, office computations, and inspection duties on construction projects. Work experience on active contracts in the Portland metropolitan area included several of the large freeway projects.

The student trainees were paid hourly wages for an 8-hour day. Supervision was provided by the crews and supervisors for whom the trainees were working. Constant liaison between the trainees and the Highway Division was handled by a minority employee in the metropolitan division office.

Near the end of the school year, the trainees were coached in representative type problems which could be expected in the Oregon State Civil Service examination for the position of Engineering Aide. The trainees were advised that those interested in continuing as full-time employees of the Highway Division would be appointed as Engineering Aides upon receiving a passing score in the Civil Service Examination. In May, two of the trainees passed this exam and were appointed to crews in the Portland metropolitan area as Engineering Aides. The others were offered work on a full-time work-study basis for the summer as engineering laborers on other engineering crews in the metropolitan area. They accepted the positions and

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18. Dennis Sugihara and Michael Willis, winners of an Equal Opportunity poster contest in Oregon, were "awarded" jobs as caretakers of a sidewalk superintendents site.

19. Sijifredo Gomez, Jr., explaining sewer backfill requirements to the contractor's foreman.

20. Migdalia Torres, one of 150 students finishing her summer employment with the Puerto Rico Highway Authority, receives her final paycheck from Joaquin Martinez Andino.

21. Workmen widening a street.

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will be rescheduled to take the Engineering Aide examination at a later date. The Highway Division plans to continue this program in an effort to give disadvantaged minority youths an opportunity in the engineering field.

The Oregon Columbia Chapter of The Associated General Contractors came up with an interesting and creative project when it co-sponsored with H. A. Anderson Company, Hannon Brothers Construction Company, Donald M. Drake Company and Williamette Western Corporation on an Equal Opportunity poster contest. All are Portland firms. Students from eight grade schools participated in the contest. Two students, Dennis Sugihara, age 14, who graduated from Irvington School, and Michael Willis, age 13, who finished the eighth grade at Martin Luther School, emerged as winners from among 60 entries in Portland School District Number 1. Thirty of the posters were shown in an exhibit at the Albina Art Center.

Because School District rules prohibit giving individual prizes, the two winners were offered jobs as caretakers of a sidewalk superintendents site overlooking a pair of construction projects. In addition, Mike and Dennis distributed apprenticeship information and job description literature, and also assisted the Associated General Contractors' staff and Project Out-Reach personnel in answer-

22. Bruce Bernardi and Dave LaRocca are making an air test on Portland cement concrete while assigned on a paving project.

23. Highway markers are pressed and straightened by Ken Date, a summer employee in Nevada.

24. Chris Williams has learned to weld, while a summer employee in Nevada.

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ing questions about projects and job opportunities in construction.

The Delaware Division reports improvement in performance this year, and those summer employees who worked as supervisors were cited. It was suggested that next year all youths work the same hours as regular employees and the summer youths be counseled at the beginning of their employment in wise spending and saving. One female employee was retained on a temporary, part-time basis while she is in school.

In North Carolina the results of the 1970 campaign exceeded the 1969 figures by 65 percent. Of even more interest is the fact that the total disadvantaged youths employed in 1970 exceeded that of 1969 by 92 percent. Comments of contractors who took part in this year's program disclosed many were greatly pleased with results obtained.

Region 4 reported that although both total hires and total disadvantaged figures for the Region are down from last year, there has been an increase in disadvantaged hires in four of the five States in the Region. Many youths have no idea at all about opportunities that are available for interested job applicants. Young people performing varied and interesting assignments will encourage others to seek similar opportunities.

The Nebraska Division wrote to 130 contractors and 25 service and employ-

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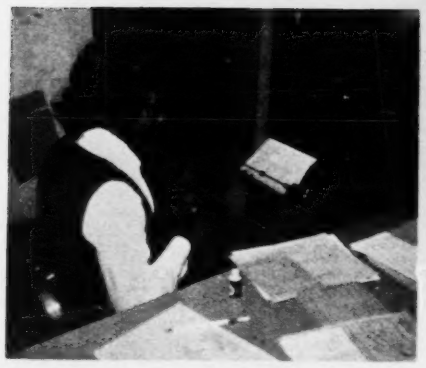
25. Two student aids assigned to the accounting department, Area of Finance, in the Puerto Rico Highway Authority.

26. Pat Phillips typing a report during her summer employment.

27. George Green is operating the Marshall compactor in the Bituminous Lab. for the Illinois Division of Highways.



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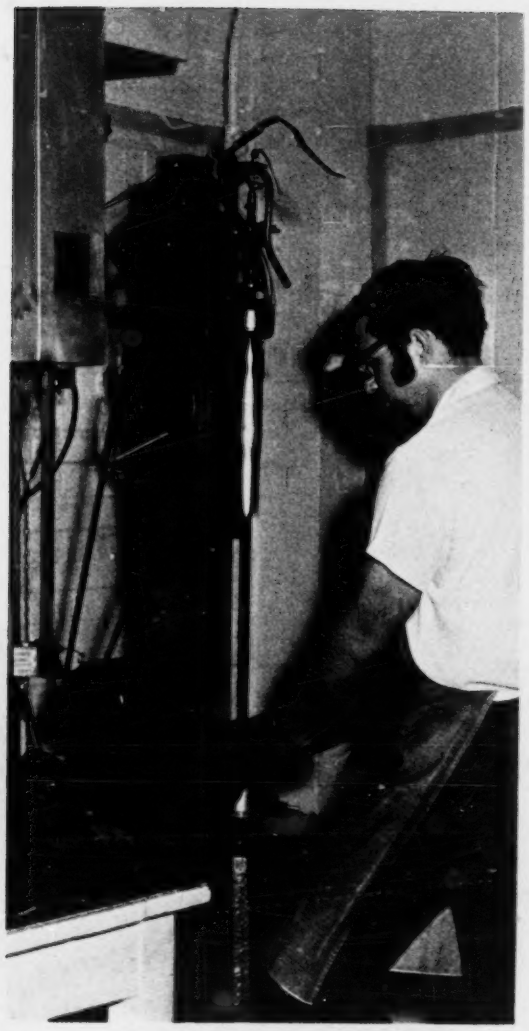

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ment agencies in the Lincoln-Omaha area, enclosing a copy of the Federal Highway Administration's 1969 Summer Youth Opportunity Campaign report. As a result of the promotional effort, Nebraska showed up well in this year's final tabulation.

In Region 7, although the anticipated goal with respect to the number of disadvantaged youths hired was not fully realized, the overall program was deemed to be highly successful when the results of this year's campaign are compared with the 1969 effort in the total number of jobs as well as percentage of disadvantaged youths hired. In the promotion of this program, Regional Office Civil Rights personnel made visits to all of the States in the Region except Hawaii. Although no specific visit was made to Hawaii, the program was discussed with Division personnel and State highway department representatives at the same time the civil rights staff was in Hawaii on contract compliance matters. The situation in Hawaii is unique in that minorities are not as clearly identified as they are in the continental United States.

The Virginia Road Builders' Association indicated that many jobs went unfilled for lack of candidates. Possible reasons included transportation difficulty and lack of interest in the jobs available at the time. The Virginia Department of Highways used certain college students

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Breakdown by States	Total Hired 1969	Total Hired 1970	Number of Disadvantaged 1969	Number of Disadvantaged 1970	Percent 1969	Percent 1970
Region I:						
Maine	210	407	10	35	4.8	9.
New Hampshire	368	384	67	95	18.2	25.
Vermont	324	531	157	71	48.5	13.37
Massachusetts	2737	2002	675	265	24.7	13.24
Connecticut	559	530	111	106	19.9	20.
Rhode Island	63	172	12	30	19.	17.4
New York	552	361	100	172	18.1	48.
New Jersey	1173	1247	97	131	8.3	10.5
Puerto Rico	189	418	107	211	56.7	50.48
TOTAL	**6177**	**6052**	**1336**	**1116**	**21.6**	**18.**
Region 2:						
Delaware	80	202	80	93	100.	46.
Pennsylvania	711	2528	711	300	100.	11.87
Ohio	1603	2888	1603	1718	100.	59.49
West Virginia	854	2826	854	1663	100.	58.85
Maryland	421	638	421	505	100.	79.15
Virginia	727	1125	727	122	100.	10.84
District of Columbia	4700	3625	4700	3153	100.	86.98
TOTAL	**9096**	**13842**	**9096**	**9312**	**100.**	**67.4**

Breakdown by States	Total Hired 1969	Total Hired 1970	Number of Disadvantaged 1969	Number of Disadvantaged 1970	Percent 1969	Percent 1970
Region 3:						
Tennessee	139	487	28	443	20.1	90.
North Carolina	582	959	263	496	45.1	51.7
South Carolina	593	1221	501	1221	84.4	100.
Georgia	—	693	—	378	—	54.5
Alabama	1613	1254	1293	888	79.	70.8
Mississippi	621	931	550	768	88.	82.4
Florida	326	962	326	962	100.	56.3
TOTAL	**3874**	**6507**	**2961**	**5156**	**76.4**	**79.2**
Region 4:						
Wisconsin	686	478	104	113	15.2	23.64
Michigan	200	384	92	384	46.	100.
Illinois	2151	1453	2151	1088	100.	74.88
Indiana	1560	1750	806	1000	51.7	58.82
Kentucky	61	311	61	227	100.	72.9
TOTAL	**4658**	**4376**	**3214**	**2812**	**69.**	**64.**
Region 5:						
North Dakota	152	471	152	364	100.	77.2
South Dakota	503	915	503	562	100.	61.4

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1969 AND 1970
RTUNITY CAMPAIGN
PLOYMENT BY
TION REGIONS AND STATES

Breakdown by States	Total Hired 1969	Total Hired 1970	Number of Disadvantaged 1969	Number of Disadvantaged 1970	Percent 1969	Percent 1970
Minnesota	500	350	500	125	100.	35.7
Nebraska	25	790	25	790	100.	100.
Iowa	1202	1550	1202	1493	100.	96.3
Kansas	1548	1108	1548	598	100.	53.
Missouri	1214	750	1214	—	100.	—
TOTAL	**5144**	**5934**	**5144**	**3932**	**100.**	**66.**
Region 6:						
Oklahoma	678	627	578	407	85.2	65.
Arkansas	375	567	31	274	8.2	48.32
Louisiana	359	324	359	315	100.	97.22
Texas	4650	3900	1845	2070	39.6	53.
TOTAL	**6062**	**5418**	**2813**	**3066**	**46.4**	**57.**
Region 7:						
California	450	1302	60	582	17.7	45.
Nevada	444	316	214	99	48.2	31.33
Arizona	—	337	—	106	—	31.4
Hawaii	444	402	111	83	27.4	20.65
TOTAL	**1338**	**2357**	**385**	**870**	**21.2**	**36.**
Region 8:						
Washington	184	372	184	372	100.	100.
Oregon	276	553	38	122	13.8	22.
Idaho	450	674	6	621	1.3	92.1
Alaska	319	741	12	741	3.8	100.
Montana	335	1423	22	1124	6.6	79.
TOTAL	**1564**	**3763**	**262**	**2980**	**16.8**	**79.**
Region 9:						
Wyoming	570	586	570	467	100.	80.
Utah	552	357	552	357	100.	100.
Colorado	386	378	386	378	100.	100.
New Mexico	530	605	530	605	100.	100.
TOTAL	**2038**	**1926**	**[illegible]3**	**1807**	**100.**	**93.**
Region 15:						
	11	48	11	48	100.	100.
SUBTOTAL	**39962**	**50223**	**27262**	**31099**	**68.2**	**61.**
	4634*	7423**				
GRAND TOTAL	**44596**	**57646**				

* This total number of hires reported directly to Washington by contractors.

**1970 figures reported separately to DOT by the National Highway Safety Bureau, which was separated from FHWA, July 1970.

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28. Jim Sam, a full-blooded Choctaw Indian, is a heavy equipment operator with Amis Construction Company.

29. Summer aid students, under the surveillance of Miss Rosa Castro, work in the Information and Systems Center of the Puerto Rico Highway Authority.

30. Robert Dunn (right) is assisting Russel Jacob (left) checking crown on I-11 resurfacing project.

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all year round on a part-time basis for laboratory work. The Virginia Road Builders' Association does not feel it is practical to use summer help all year round because of transportation problems, seasonal nature of the work and many contractors prefer to concentrate on on-the-job training programs year round.

In Pennsylvania no determination on disadvantaged youths was made by the State highway department due to insufficient information regarding youths hired. In-house training programs within the State highway department are continuously available. Forty-two contractors reported over 50 percent of their summer hires as disadvantaged.

In Alabama, it was noted that the successful campaign was made possible because of the Neighborhood Youth Corps program sponsored through the U.S. Department of Labor. It was suggested that if the Neighborhood Youth Corps program could be expanded to include the contractors, an even more successful campaign might result from it.

The Louisiana Associated General Contractors disseminated information about the Summer Youth Opportunity Campaign through its newsletter and announced that the contractors employed 324 youths.

The Arkansas State Highway Department hired 300 youths this year, 70 less than last year, because of the general

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31. Steve Stewart, working for the Illinois Division of Highways, is operating a transit on survey.

32. Larrell Saunders and Raul Mateo pore over reports for the Wisconsin Department of Transportation.

33. P. Jeffrey Lodd makes nuclear relative compaction test to measure compaction and moisture of fill material for the Vermont Department of Highways.

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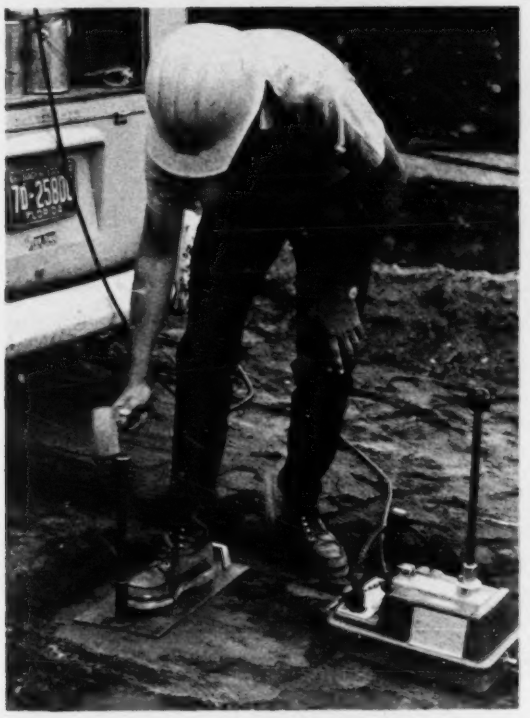

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reduction in the highway program.

The Colorado State Highway Department advised that the majority of the youths hired fell into the category of under 22 years of age and needed employment to finance their continuing education. Colorado also reported that many youths from the disadvantaged group could not afford to pay full union membership dues; hence, the unions did not refer applicants.

In the Summer Youth Opportunity Campaign, one of the contractors reported that rather than employ the youths in the company, the firm contributed funds toward their employment in less hazardous work. The Chambers of Commerce of Norfolk and Virginia Beach have established programs for this purpose and they solicited funds from private business.

Statistical Analysis

The table reflects the external employment by the State highway departments and contractors in this year's Summer Youth Opportunity Campaign. It clearly shows an increase in the overall accomplishment this year over last year's efforts.

Six of the 10 Regions showed an increase in youths hired over the 1969 total hires. Thirty-eight States and Puerto Rico this year surpassed last year's goals, with 12 States and the District of Colum-

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34. Line painting on I-89 northbound lane near Randolph, Vermont.

35. Conrad M. Dick works with a survey team for the Wisconsin Department of Transportation.

36. Deep concentration shows on the face of Maurice Eben as he welds a pole.

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bia falling short of their goals. States in Region 3 showed a marked increase this year over last year in both total hires and disadvantaged youths hired.

A remarkable showing was made by Georgia, Nebraska and Arizona this year as compared with the figures of last year.

Of the Federal Highway Administration total jobs, 61 percent went to the disadvantaged, with the minority distribution as follows:

Negro	14 percent
Spanish American	3 percent
American Indian	1 percent
Oriental	.3 percent
Other	44 percent

Contractors accounted for 43 percent of the total jobs and the State highway departments 57 percent. There has also been a 14 percent increase in the number of disadvantaged hired this year over the 1969 figures.

This year's goal of 50,000 jobs was exceeded, in spite of the disappointing showing of some of the larger States who received greater sums of Federal-aid dollars in the road construction program. Many of the smaller States had a very good showing because of their efforts in promoting this year's Summer Youth Opportunity Campaign.

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37. Surveying on I-91 near Barton-Irasburg, Vermont.

38. Summer students looking over their applications before interviews for employment.

39. Corry Rindner at work on a survey team for the Wisconsin Department of Transportation.

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Year-Round Program

Now that the Youth Opportunity Program is set upon a year round basis, the program involves planning and implementing policies relating to summer employment opportunities and some kind of part-time work during the school year. This also requires a greater degree of appropriate coordination involving employers, schools and the community.

The year-round program is aimed at broader job potential for the disadvantaged youthful females as well as the males who are, for all intents and purposes, a segment of the hardcore unemployed youth group of school dropouts and those over the age of 18. More attempts such as is being done in Oregon should be made to encourage the disadvantaged and minority groups to stay in school and work towards a future.

Cooperation With Private Organizations

Through the good offices of the Washington Headquarters of the National Urban League, a mutually helpful promotional program was initiated this year in publicizing the Federal Highway Administration Summer Youth Opportunity Campaign in the minority communities through the League's local affiliates. At the same time, a well-prepared descriptive statement about the Urban League, its policies and programs, name of local League executive and local ad-

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40. Ken Date, a summer student employee, stocks highway markers under the direction of Al Pestinger in the Reno (Nev.) sign shop.

41. Elbert Betts, John McKibbin and George Ginter working at an asphalt testing apparatus.

42. Richard Berry, a student working for the Reno Highway Department, finds it takes quite a bit of skill to weld.

43. Gregory Martin is checking height of fill from slope stake.

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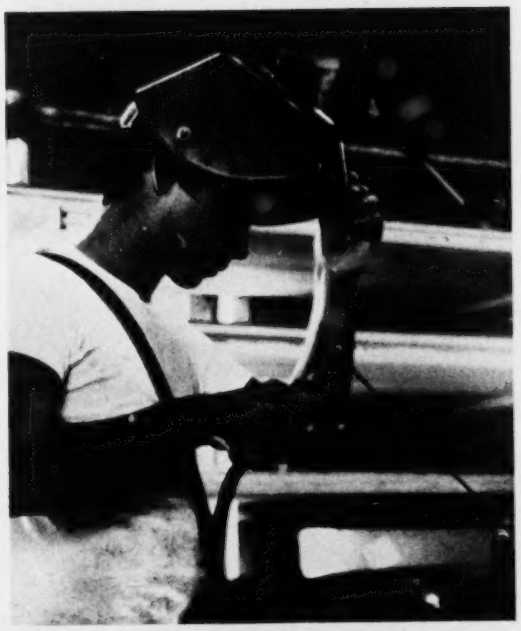

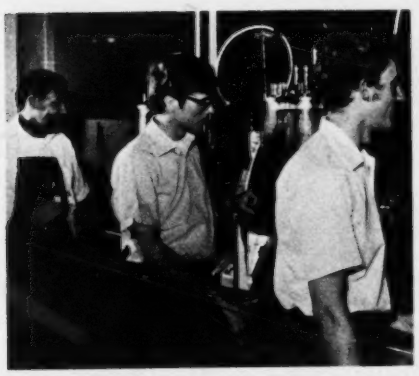

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dresses were sent out by the Federal Highway Administration to the Regions and Divisions for distribution to the State highway departments. Furthermore, the State and local officials of the National Association for the Advancement of Colored People were sent Federal Highway Administration literature on the youth program, inviting their assistance in referring youths to contractors working on Federal projects. The American G.I. Forum, a national organization of Mexican-American war veterans, the American Indians and Oriental Americans were all apprised of the Federal Highway Administration Youth Opportunity Program.

It is encouraging to note that these minority groups were all represented in the reports submitted to the Federal Highway Administration on this year's efforts. However, their minimal number is discouraging and indicates that a far better job in publicizing the Federal Highway Administration's program, and contractor participation, is needed in the minority community. The question is not so much whether the publicity is reaching the intended minority target groups as it is one involving a question of credibility. In view of past experiences, does the minority disadvantaged youth believe that employers are actually hiring youths for work in the highway construction industry?

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44. Summer-aid students at recruitment center in the Puerto Rico Highway Authority cataloguing their own examination.

45. Doug Clary, Russell Leavitt, Percy McCarty, Thomas Wells, and James Allen are all part of the grounds crew who mow, rake, and trim trees.

46. Ruben Gonzales started out as a trainee for a scraper operator and has now advanced to a foreman position.

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46

Promotional Effort

Regions, Divisions and State highway departments did a fine job early in the year in promoting this year's Summer Youth Opportunity Campaign. Letters and memoranda requesting support for this program and early responses enabled the States to plan and implement their programs. The contractors' associations publicized this program in their newsletters, urging their members to utilize as many youths as possible in meeting labor needs during the summer vacation period which coincides with the busy construction season.

The State highway departments prepared spot announcements which were used by radio stations, inviting interested youths to apply for interesting and productive summer work in the road construction industry. Many interesting stories appeared in local newspapers around the country about the Summer Youth Opportunity Campaign. This kind of steady, promotional effort kept the Federal Highway Administration youth program moving along so that the job seeking youths and the employers both benefited.

Special Wage Rate for Teenagers Suggested

A special wage rate for teenagers has been proposed. In the face of a rising cost of living for everyone—including

47

47. Bernard F. Williams is working as a draftsman.

48. Richard Santarelli and Phillip Withers are testing cement samples for the Illinois Division of Highways.

49. These students are working in the Design Room for the Illinois Division of Highways.

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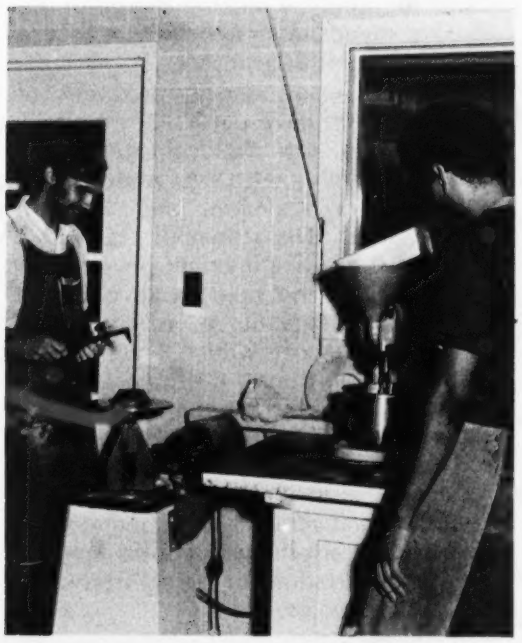

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the teenager—to further depress the wage rate below the going rate is a self-defeating proposition. Organized labor is working to raise the minimum wage of millions of workers. Another reason to guard against a special wage rate for teenagers is that some employers might hire teenagers at a lower rate to lower their labor costs. If this were to happen, the unskilled workers would be hired but with little or no chance of being trained for higher paying jobs.

Reporting Requirements

Recordkeeping in the Summer Youth Opportunity Campaign is a very difficult matter. Both the State highway departments and the contractors were asked to keep a careful record of the number of summer hires, disadvantaged or otherwise, broken down by racial and ethnic groups. Each year the reports received get better and to that extent, the figures provided offer greater meaning in understanding the extent of the problems in this program. For example, last year several Divisions reported that all their jobs were filled by disadvantaged youths.

However, a number of States reported on their aggressive promotional campaigns—such as radio announcements, including persons to contact for jobs, newspaper announcements in particular racial areas, talks given in two Indian

schools, television coverage, and distribution of the 1969 Federal Highway Administration Summer Youth Opportunity Campaign Annual Report—but these States did not report the success or failure of the efforts. This is vital in analyzing results and needs for future years. Are these young people getting comprehensive information about the Youth Opportunity Program?

The Associated General Contractors of America, Inc., and the American Road Builders' Association assisted the Federal Highway Administration in seeking the cooperation of their respective members to record the summer hires and to provide Division Engineers and State highway departments with the information as to the actual count of youths.

Conclusions

The Summer Youth Opportunity Program was an apparent success from the standpoint of exceeding the goal for the total number of youths hired and for the number of disadvantaged youths hired. Overall, the contractors provided 43 percent of the total jobs filled while the State highway departments provided the remainder. This undoubtedly was the result of early wide publicity using newspapers, radio, television, and trade newsletters. The Nebraska Division and State Highway Department did an excellent, comprehensive, early promotional job, thereby making known to the disadvantaged and minority youths the job opportunities available.

In New Jersey, the Department of Transportation gave particular emphasis in recruiting the disadvantaged from cities with high ghetto area populations, e.g., Newark, Camden, and Trenton. Furthermore, Departmental recruiters conducted pre-employment physical examinations in the field in an effort to relieve the disadvantaged of travel and other hidden costs which are incurred prior to employment. A dispensary team (doctor, nurse, and recruiter) traveled to the cities and set up makeshift facilities for the disadvantaged. Undoubtedly this reduced the incidence of "no shows." Departmental vehicles were operated by qualified disadvantaged youths to provide transportation for others from central pickup points.

It was also a success from the standpoint that several unique approaches have been tried this year to both increase the opportunity of meaningful employment and to provide a better future for the disadvantaged and minority groups. Perhaps this report will encourage other State highway departments and contractors to plan programs that will have more substance—year-around training such as that being tried in Oregon or the poster contest to interest even younger teenagers who may later

on become applicants for the Youth Opportunity Program. Another important innovation was the counseling for youths in wise spending and saving. The Hawaii Highway Department prepared and issued a very fine letter of welcome and familiarization to all summer youths employed. Such a letter provides a positive note to the new worker reporting for the first time.

On the other hand, some States reported that they had difficulty filling all the job vacancies that were available to the disadvantaged youths. In a year when so many young people could *not* find a job, this is a highly unusual situation. Perhaps transportation from the ghetto to the job site is the problem. If so, special arrangements for pickup at a central point may be needed. Another possible solution is better liaison with the local employment offices. There are hundreds of interesting job assignments that contractors and State highway departments can fill with youths which require little or no training. Early planning and early publicity for next year should improve this situation.

Despite the issuance of clearly defined guidelines and reporting requirements, some reports were incomplete and tardy. With discrepancies in the reporting figures, this deficiency added greatly to the computational problem at Washington Headquarters and delayed completion of the final report. Also, only a few of the States provided good black and white photographs of youths in interesting work situations.

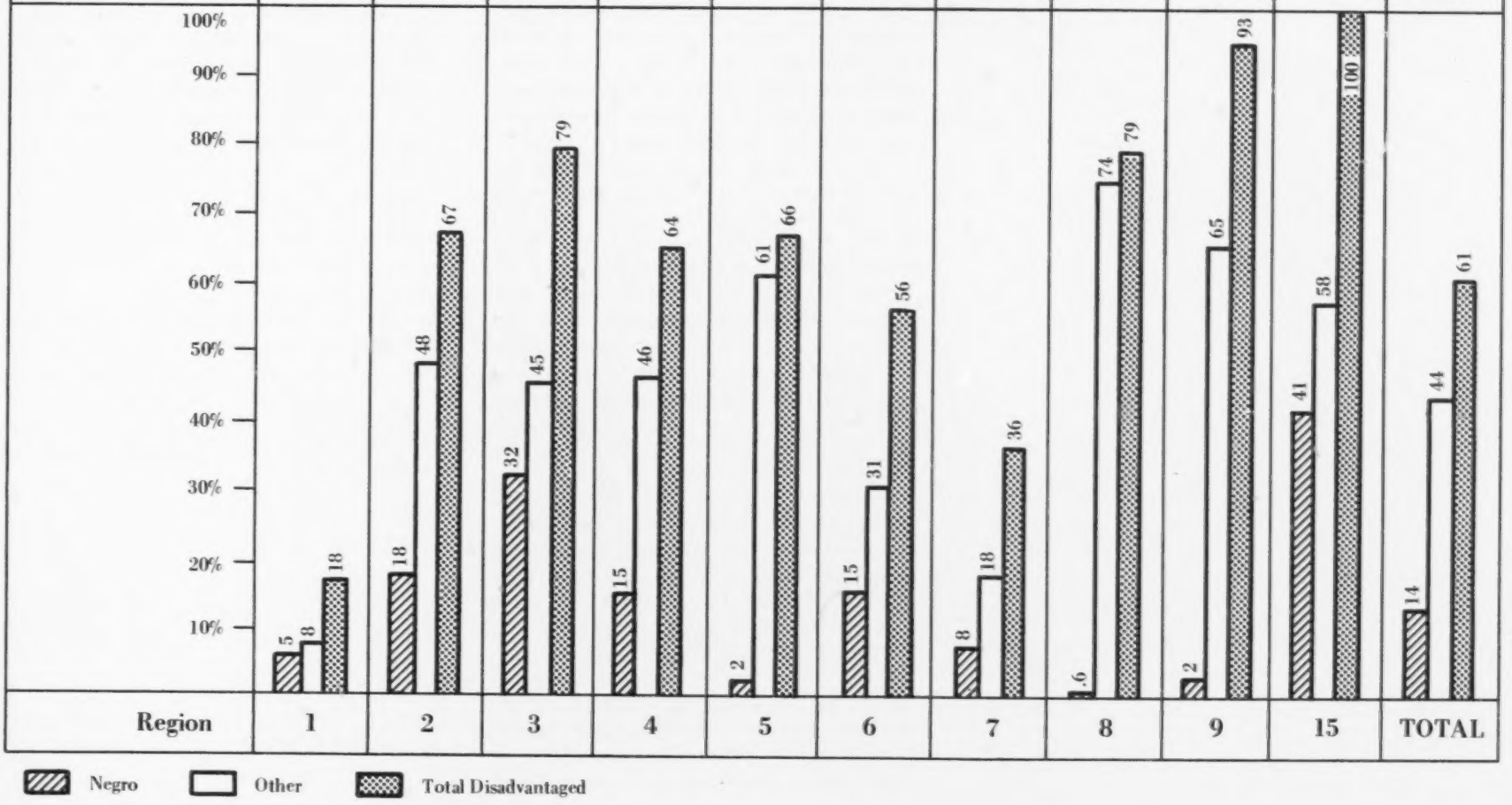
Officials in both the private and public sector of the transportation industry are becoming increasingly aware and responsive to the requests being made of them that meaningful job and training opportunities be provided to the minorities and the disadvantaged. Among them are creative leaders who come up with innovative programs to deal with the problem of motivating young people to learn to become productive members of society.

The fact that, in both total hires and disadvantaged and minority youths, the program this year exceeded last year's effort encourages us to believe that with an earlier start, greater effort, and more imagination, the 1971 program will be more productive.

FEDERAL HIGHWAY ADMINISTRATION • DEPARTMENT OF TRANSPORTATION

SUMMER YOUTH OPPORTUNITY CAMPAIGN • REGIONAL EXTERNAL EMPLOYMENT REPORT–1970

	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7	Region 8	Region 9	Region 15	TOTAL
Total Jobs	6,052	13,842	6,507	4,376	5,934	5,418	2,357	3,763	1,926	48	50,223
Disadvantaged Youth	1,116	9,312	5,156	2,812	3,932	3,066	870	2,980	1,807	48	31,099
Negro	5	18	32	15	2	15	8	.6	2	41	14
Other	8	48	45	46	61	31	18	74	65	58	44
Total Disadvantaged	18	67	79	64	66	56	36	79	93	100	61



FEDERAL HIGHWAY ADMINISTRATION ● DEPARTMENT OF TRANSPORTATION

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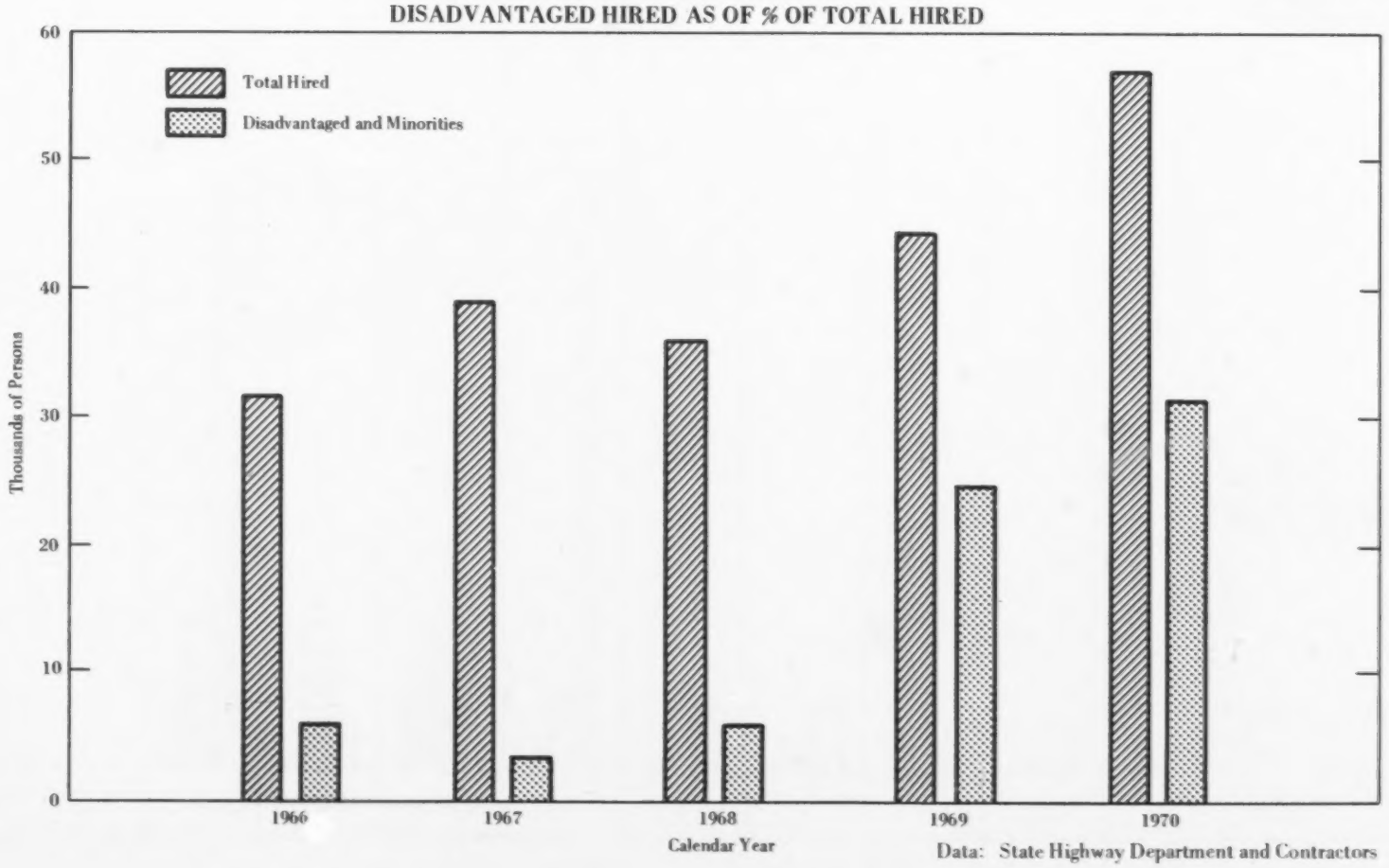
Spanish American	4	.2	.2	1	1	8	5	.6	21		3
American Indian	.01	.06	.3	.3	1	1	2	2	2		1
Oriental	.01	.1	.03	.2	.01	.2	1	.2	1		.3

DEPARTMENT OF TRANSPORTATION
FEDERAL HIGHWAY ADMINISTRATION
EXTERNAL SUMMER YOUTH OPPORTUNITY CAMPAIGN

DISADVANTAGED HIRED AS OF % OF TOTAL HIRED



Data: State Highway Department and Contractors

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